# GOVERNMENT OF INDIA
# INFORMATION AND BROADCASTING
# LOK SABHA

STARRED QUESTION NO:13
ANSWERED ON:13.03.2012
TRANSMISSION IN DIGITAL MODE
Patil Shri Sanjay Dina

**Will the Minister of INFORMATION AND BROADCASTING be pleased to state:**

(a) whether the Government proposes to enforce switch over to digital mode of transmission by television channels and abandon analog mode;

(b) if so, the details thereof;

(c) whether due to the unhealthy competition prevailing amongst the various private Direct to Home (DTH) operators, the consumers and the Government are likely to be largely affected in major metropolitan cities especially Mumbai; and

(d) if so, the remedial measures taken by the Government in this regard?

## Answer

THE MINISTER OF INFORMATION AND BROADCASTING (Smt. AMBIKA SONI)

(a) to (d) A Statement is laid on the Table of the House.

STATEMENT AS REFERRED TO IN PARTS (a) to (d) OF STARRED QUESTION NO.13 FOR ANSWER ON 13.03.2012

(a) & (b) In pursuance of recommendation of Telecom Regulaory Authority of India (TRAI), the Government vide Notification dated 11.11.2011 had notified that it shall be obligatory for every cable operator to transmit or re-transmit programmes of any channel in an encrypted form through a digital addressable system. TRAI in its recommendations dated 5th August, 2010 on "Implementation of Digital Addressable Cable Systems in India" had, inter alia, recommended that digitalization with addressability be implemented in cable TV services and, accordingly, recommended a time frame comprising four phases for switch over from analog system to the digital addressable system (DAS) in the cable TV sector.

The mandatory introduction of Digital Addressable Systems (DAS) in the cable TV services,inter-alia, covers a time frame and road map for implementation of digitalization with addressability on a pan India basis in cable TV services, leading to complete switch off of analog TV services by 31st December, 2014. A notification has been issued by the Ministry on 11.11.2011 to make it obligatory for every cable operator to transmit or re- transmit programme of any channel in an encrypted form through a digital addressable system in four phases wherein in the first phase, four metro cities will be shifted to digital addressable system by 30th June, 2012. In the second phase, 38 cities with a population greater than one million, will be covered by 31st March 2013. In the third phase all other urban areas (municipal corporations/municipalities) except cities/towns /areas covered in Phase −I and Phase −II will undertake digital transition by 30th September, 2014 and in the fourth Phase, the remaining areas will be covered by 31st December, 2014.

(c) and (d) The Ministry has received no such reports of unhealthy competition. However, digitalization is expected to lead to great benefits for consumers, operators and also government. It will provide better picture quality, a huge selection of channels and permit individual channel preference by consumers. It will also allow introduction of value added services and transparency in subscriber base.